Millenials (Gen Y) Perception Towards Sustainable Fashion

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Abstract

This study explores Millennials' views on sustainable fashion, focusing on how aware they are of environmental issues, ethical consumption, and the influence of digital media. Using a quantitative survey, the research examines how social media, influencers, and brand transparency affect Millennials' attitudes and buying choices. The findings indicate that many respondents are aware of the negative impacts of fast fashion, but high costs, limited availability of sustainable products, and skepticism about sustainability claims still hinder the shift to sustainable fashion. The study emphasizes the need for genuine sustainability communication and better access to eco-friendly products to bridge the gap between attitudes and actual buying behavior. The report concludes with recommendations for future research and strategies to promote a more sustainable and ethical fashion industry.

Chapter 1: Introduction and Review of Literature

- 1.1. Rationale for the Study and Motivation
  - Generation Y (Millennials) are an important consumer group due to their awareness of social and environmental issues and their growing purchasing power.
  - This study aims to understand Gen Y's perceptions of sustainable fashion, given the increasing importance of sustainability and the continued popularity of fast fashion.
  - The research will explore Gen Y's awareness, attitudes, and the factors influencing their fashion choices, providing insights for brands.
  - It addresses the need to bridge the gap between consumer demand for sustainability and the prevalence of fast fashion.
- 1.2. Statement of the Research Problem
  - The fashion industry significantly contributes to environmental degradation.
  - Many consumers, including Millennials, still choose fast fashion due to affordability and lack of transparent sustainability claims.
  - This study explores Gen Y's perceptions of sustainable fashion, examining their awareness, attitudes, skepticism, perceived value, and the factors influencing their fashion consumption.

- o   The research aims to understand how Millennials balance ethical beliefs with cost and convenience.

- 1.3. Review of Literature

  - o   Mondal and Samaddar (2022) discussed responsible tourism for sustainable development.

  - o   Samaddar and Mondal (2023) explored gastronomic tourism's role in sustainable consumption.

  - o   Sakamoto, Ahmed, Begum, and Huq (2019) examined the textile industry's water pollution in Bangladesh.

  - o   Other studies highlighted HRM's role in sustainability, retail sector transformation, and young consumers' perceptions of sustainable apparel.

  - o   Research indicates that ethical concerns, self-expression, and environmental responsibility drive sustainable fashion consumption among Millennials.

- 1.4. Identification of Research Gaps

  - o   Research gaps include the need for deeper exploration of Millennials' understanding of sustainable alternatives, regional variations in awareness, and changes in beliefs over time.

  - o   There is also a need to understand the sources and impact of skepticism toward sustainability claims, the trade-offs between affordability and perceived value, and the comparative influence of external versus internal factors on sustainable fashion choices.

- 1.5 Theoretical underpinnings

  - o   This study is theoretically grounded in the Theory of Planned Behavior (TPB), the Value–Belief–Norm (VBN) Theory, and Social Identity Theory.

  - o   TPB explains how attitude, subjective norms, and perceived behavioral control influence intention.

  - o   VBN Theory connects personal values and beliefs to norms and behavior.

  - o   Social Identity Theory explores how group affiliations shape self-concept, influencing preferences

Chapter 2: Research Methodology

- 2.1 Scope of the Study

  - o   This study examines Gen Y's awareness of sustainable fashion, their beliefs and attitudes towards it, their skepticism of brands' sustainability claims, and the perceived value of sustainable fashion.

  - o   It also explores the various factors that influence Gen Y's views and behaviors in the context of sustainable fashion.

- 2.2 Research Objectives
  - The primary objective is to examine Generation Y's perceptions of sustainable fashion by assessing their awareness, beliefs, skepticism, and perceived value.
  - The secondary objectives are to identify the key external and internal factors that shape these perceptions and to explore the gap between Gen Y's stated sustainable values and their actual purchase intentions.

- 2.3 Framing of Research Hypotheses
  -
    - H1: There is a substantial correlation between Generation Y's awareness of sustainable fashion and their purchase intentions.

    - H2: Social media and influencers significantly shape Gen Y's perceptions of sustainable fashion.
    - H3: Ethical beliefs and trust in brand transparency positively influence Gen Y's attitudes toward sustainable fashion.
    - H4: Exposure to sustainability campaigns increases Gen Y's likelihood of purchasing sustainable fashion products.
    - H5: A notable gap exists between Gen Y's pro-sustainability attitudes and their actual purchase behavior.

- 2.4 Research Design
  - This study uses a descriptive and analytical approach to examine the factors that affect Gen Y's perceptions and purchasing decisions regarding sustainable fashion.
  - It employs quantitative research methods, including structured surveys, to gather measurable insights into consumer awareness, trust in sustainable brands, and the impact of social influences.

- 2.5 Methods for Data Collection & Variables of the study
  - A structured survey questionnaire is the primary tool for data collection.
  - The survey includes multiple-choice, Likert-scale, rank-order, and open-ended questions to assess various dimensions of sustainable fashion perception and behavior.
  - The target respondents are Generation Y (Millennials), and data is collected through online platforms and in-person interactions.
  - The study involves both independent variables (awareness, influence, ethical beliefs, exposure) and a dependent variable (purchase intention and buying behavior), with demographic factors as control variables.

Chapter 3: Data Analysis and Interpretation

- 3.1 Techniques for Data Analysis
  - The study analyzes Generation Y's perception of sustainable fashion, focusing on awareness, ethical beliefs, social influence, and purchase intentions.
  - The analysis investigates how these factors influence consumer behavior and the obstacles to adopting sustainable fashion.
  - The dataset includes responses across demographics, awareness of sustainable fashion, influencing factors, ethical beliefs and brand trust, exposure to sustainability campaigns, and purchase intentions and behavior.
  - Microsoft Excel was used for data organization, statistical analysis, and visualization.
  - The techniques applied include data cleaning and preparation, descriptive statistics, correlation analysis, regression analysis, pivot tables and cross-tabulations, and visualization techniques.

- 3.2 Hypotheses Testing and Methods
  - The chapter includes a table of hypothesis testing and methods, detailing the hypothesis, variables tested, regression/descriptive results, and conclusions.
  - H1: Higher awareness of sustainable fashion positively influences purchase intention among Generation Y consumers – Not Supported.
  - H2: Following social media influencers who promote sustainable fashion increases trust, desirability, and purchase intentions for sustainable brands – Not Supported.
  - H3: Consumers who prioritize brand transparency are more likely to trust and purchase from sustainable fashion brands – Supported.
  - H4: Exposure to sustainability-focused campaigns positively impacts consumer engagement and purchase behavior – Not Supported.
  - H5: Price, availability, and skepticism about sustainability claims are key barriers preventing frequent purchases of sustainable fashion – Supported.
  - **3.3 Data Interpretation**

Demographic Information

Demographic 1 - Gender

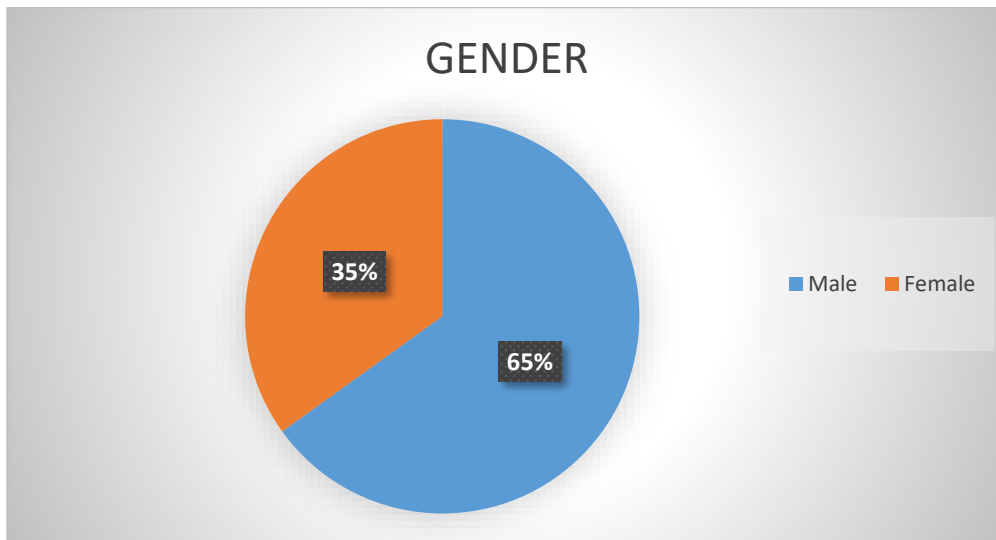| GENDER	Male	Female
RESPONSES	41	22

Figure 1 (Age chart)

Interpretation

The gender distribution in the dataset shows that 65% of respondents are male, while 35% are female. This indicates a higher participation of men in the study, which may influence the overall findings on millennials' perception of sustainable fashion. Given that fashion choices and sustainability concerns often vary by gender, this imbalance might result in a stronger emphasis on male perspectives, potentially overlooking factors that are more relevant to female consumers, such as fashion trends, aesthetics, and emotional engagement with sustainable products. The results may also suggest that men are becoming increasingly aware of sustainability in fashion, which could be a growing trend in the industry

Gender	
Mean	1.349206349
Standard Error	0.060543409
Median	1
Mode	1
Standard Deviation	0.480548415
Sample Variance	0.230926779
Kurtosis	-1.632765076
Skewness	0.648166553
Range	1
Minimum	1
Maximum	2
Sum	85
Count	63

Descriptive statistical analysis for Gender demographic

The statistical summary of gender distribution in the dataset of 63 participants suggests that **males are the majority.** The **mean value of 1.35,** along with the **median and mode both being 1**, indicates that more responses are categorized as **"1" (likely male)** compared to **"2" (likely female)**. The **standard deviation (0.48) and sample variance (0.23)** show that while there is some variation, the distribution is not highly dispersed. Additionally, the **positive skewness (0.648)** suggests a slight tilt towards males, with fewer responses falling under the second category. The **negative kurtosis (-1.63)** indicates a flatter distribution rather than a sharp concentration of values. With **a minimum value of 1 and a maximum of 2,** it confirms that only two gender categories are present in the dataset. Overall, the analysis reflects that while **both genders are represented, males are more prevalent** in the sample.

Demographic 2   - Education

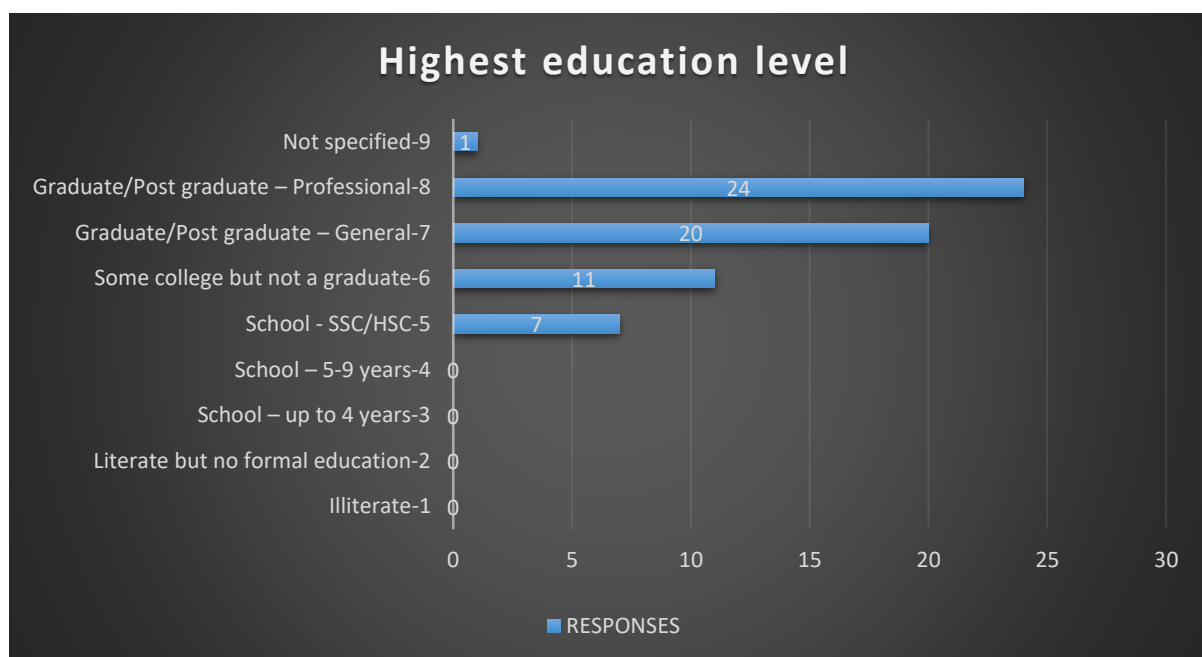| highest education level	Illiterate-1	Literate but no formal education-2	School – up to 4 years-3	School – 5-9 years-4	School - SSC/HSC-5	Some college but not a graduate-6	Graduate/Post graduate – General-7	Graduate/Post graduate –	Not specified-9
RESPONSES	0	0	0	0	7	11	20	24	1

Figure 2 (Education chart)

Descriptive statistical analysis for Education demographic

What is your highest level of education?

Mean	7.015873016
Standard Error	0.13095432
Median	7
Mode	8
Standard Deviation	1.039417695
Sample Variance	1.080389145
Kurtosis	-0.634174991
Skewness	-0.566497568
Range	4
Minimum	5
Maximum	9
Sum	442
Count	63

Interpretation

The data on the highest education level of respondents shows that a significant portion holds advanced degrees, with 24 individuals having a professional graduate or postgraduate qualification and 20 possessing a general graduate or postgraduate degree. Additionally, 11 respondents have attended some college but did not graduate, while 7 completed their schooling up to SSC/HSC level. There were no respondents who were illiterate or had only basic literacy without formal education. A single respondent did not specify their education level. The findings indicate that the majority of respondents have a higher level of education, suggesting a well-educated sample group, which may influence their awareness and decision-making in areas such as sustainability and ethical consumerism.

Interpretation

The education demographic analysis shows that most respondents have **higher education levels,** with a **mean of 7.02** and a **median of 7,** indicating **graduate or post-graduate education.** The **mode of 8** suggests **professional post-graduate education is most common.** A **standard deviation of 1.04** indicates slight variation, but all respondents have at least **secondary education (minimum of 5, maximum of 9)**. The **negative skewness (-0.57)** shows a **trend toward higher education levels,** while **negative kurtosis (-0.63)** suggests responses are fairly **spread out**. Overall, the sample consists of **well-educated individuals.**

Awareness of Sustainable Fashion

Awareness 1 How would you describe your fashion preferences?

How would you describe your fashion preferences?	Trend-driven (follow latest fashion trends)-1	Minimalist (prefer few, high-quality pieces)-2	Budget-conscious (look for affordability first)-3	Sustainability-focused (prioritize ethical brands)-4
RESPONSES	12	15	24	12

Figure 3 (Awareness 1)

Interpretation

The fashion preference data shows varied consumer priorities. The most significant segment (38.1%) is price-sensitive, prioritizing affordability, which can be a barrier to sustainable fashion uptake if perceived as expensive. 23.8% are minimalist, choosing fewer but quality items, which is in line with sustainability through longevity and less consumption.

Trend-conscious consumers (19%) often keep up with fashion trends, possibly perpetuating fast fashion unless sustainable trends are encouraged. Likewise, 19% favor ethical brands, indicating awareness of sustainability, albeit its use still has potential for growth among Millennials.

In general, price continues to be an important consideration, but there is interest in quality and sustainability as well. Sustainable fashion brands can resonate with consumers by meeting cost concerns while fostering long-term value and ethical manufacturing.

Awareness 2 How knowledgeable do you consider yourself about the environmental impact of fast fashion

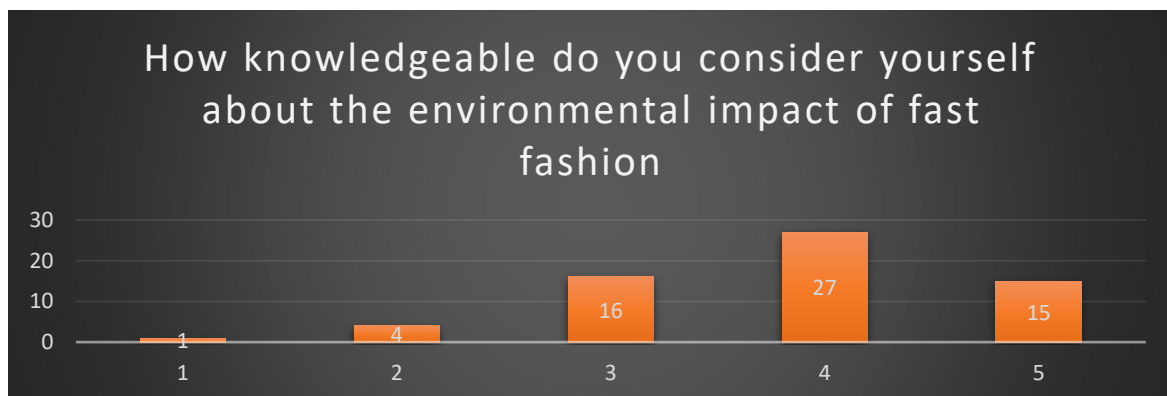| How knowledgeable do you consider yourself about the environmental impact of fast fashion	1	2	3	4	5
RESPONSES	1	4	16	27	15

Figure 4 (Awareness 2)

Interpretation

The results show different levels of awareness about the environmental cost of fast fashion. Most respondents rate themselves as moderately to highly knowledgeable, with 27 (42.9%) at level 4 and 15 (23.8%) at level 5. This implies that a large percentage of consumers are aware of the environmental cost of fast fashion.

Conversely, 16 (25.4%) assessed their knowledge as 3, meaning that they have partial awareness, and a smaller section (4 at 2 and 1 at 1) has limited knowledge. This identifies a gap in more profound knowledge, which could be filled through education campaigns.

In total, although most people are conscious of the effects of fast fashion, increasing knowledge through focused awareness can further push sustainable consumerism. Policymakers and brands can use this awareness to encourage ethical fashion consumption and responsible consumption.

Awareness 3 Rank the following sustainability issues in fashion based on their importance to you

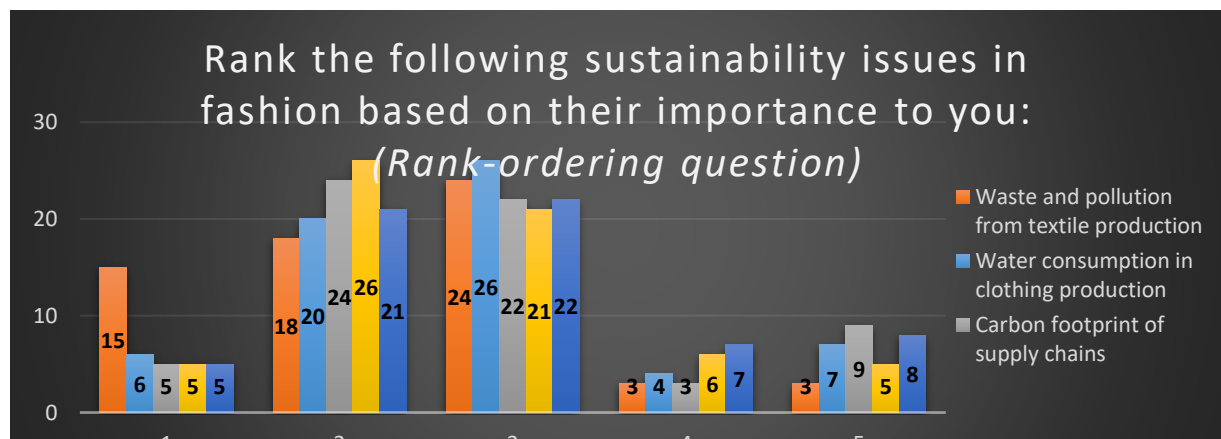| Rank the following sustainability issues in fashion based on their importance to you: (*Rank-ordering question*)	1	2	3	4	5
Waste and pollution from textile production	15	18	24	3	3
Water consumption in clothing production	6	20	26	4	7
Carbon footprint of supply chains	5	24	22	3	9
Chemical usage in dyeing and finishing	5	26	21	6	5
Microplastics from synthetic fabrics	5	21	22	7	8

Figure 5 (Awareness 3)

Interpretation

The data reflects consumer priorities regarding sustainability issues in fashion. Waste and pollution from textile production received the most top-priority (1st rank) votes (15), indicating it is the most pressing concern. Water consumption in clothing production and carbon footprint of supply chains were ranked 2nd and 3rd most frequently, highlighting their significance.

Chemical usage in dyeing and finishing and microplastics from synthetic fabrics were commonly ranked 2nd to 3rd, showing moderate concern. Lower rankings (4th and 5th) were less frequent, suggesting most respondents view these issues as relatively important.

Overall, waste, water use, and carbon footprint are the most critical concerns, guiding brands toward sustainable practices that address these priorities effectively.

Regression analysis

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.412913249							
R Square	0.170497351							
Adjusted R Square	0.081622067							
Standard Error	0.38757635							
Observations	63							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	6	1.729029571	0.288171595	1.918388819	0.093717307			
Residual	56	8.412063903	0.150215427					
Total	62	10.14109347						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	2.295161552	0.303667149	7.558148979	4.13778E-10	1.686843154	2.903479949	1.686843154	2.903479949
How knowledgeable do you consider yourself about the	0.067444568	0.056122194	1.201745044	0.234519894	-0.044981696	0.179870832	-0.044981696	0.179870832
Rank the following sustainability issues in fashion based on their importance to you (1- Very Important 5 - Less Important) [Waste and pollution from textile production]	0.035105405	0.053091409	0.661225716	0.511178991	-0.071249468	0.141460278	-0.071249468	0.141460278
Rank the following sustainability issues in fashion based on their importance to you (1- Very Important 5 - Less Important) [Water consumption in clothing production]	-0.0119965	0.059505619	-0.201602811	0.840957789	-0.131200579	0.107207579	-0.131200579	0.107207579
Rank the following sustainability issues in fashion based on their importance to you (1- Very Important 5 - Less Important) [Carbon footprint of supply chains]	-0.033846778	0.057252353	-0.591185796	0.55677479	-0.148537022	0.080843467	-0.148537022	0.080843467
Rank the following sustainability issues in fashion based on their importance to you (1- Very Important 5 - Less Important) [Chemical usage in dyeing and finishing]	0.004917171	0.070397829	0.069848327	0.944563214	-0.136106626	0.145940968	-0.136106626	0.145940968
Rank the following sustainability issues in fashion based on their importance to you (1- Very Important 5 - Less Important) [Microplastics from synthetic fabrics]	0.156598897	0.0648799	2.413673539	0.019088041	0.02662884	0.286568953	0.02662884	0.286568953

Figure 6 (Awareness Regression)

Interpretation for the Regression Anlaysis

R-Squared Value:

The **R-squared value of 0.170** indicates that only **17%** of the variance in sustainability issue rankings is explained by the independent variables, suggesting weak explanatory power. Other factors like **personal values, media exposure, and price sensitivity** may influence consumer perceptions.

Significance of the Findings:

- **Overall Model Significance:** The **F-statistic (1.918, p = 0.0937)** suggests the model is **not statistically significant** at the **0.05 level**.
- **Significant Variable:**
  - **Microplastics from Synthetic Fabrics (p = 0.0190)** is the **only significant predictor**, indicating rising consumer concern about microplastic pollution.
- **Non-Significant Variables:**
  - **Knowledge about Sustainability (p = 0.2345), Waste & Pollution (p = 0.5112), Water Consumption (p = 0.8409), Carbon Footprint (p = 0.5568), and Chemical Usage (p = 0.9445)** do not significantly influence sustainability issue rankings.

Broader Implications:

- **Microplastic Awareness is Key:** Consumers show significant concern about microplastics, suggesting it could be leveraged in marketing and education.
- **Knowledge Alone is Insufficient:** General sustainability awareness does not strongly predict concern for specific issues.
- **Holistic Strategies Needed:** Companies should address **cost, ethics, and environmental impact** in sustainability campaigns.

Future Research Directions:

- **Include More Variables:** Price sensitivity, social influence, and brand sustainability efforts.
- **Demographic & Psychographic Analysis:** Understand age, income, and ethical beliefs.
- **Behavioral Nudges & Policy Impact:** Study **government incentives and eco-labeling**.

While **microplastic awareness significantly influences sustainability rankings**, the **low R-squared value** suggests many key factors remain unexamined. Future research should take a **more comprehensive approach** to understanding sustainability awareness in fashion.

Influence of Social Media and Influencers

Influence 1 Do you follow any social media influencers or content creators who promote sustainable fashion

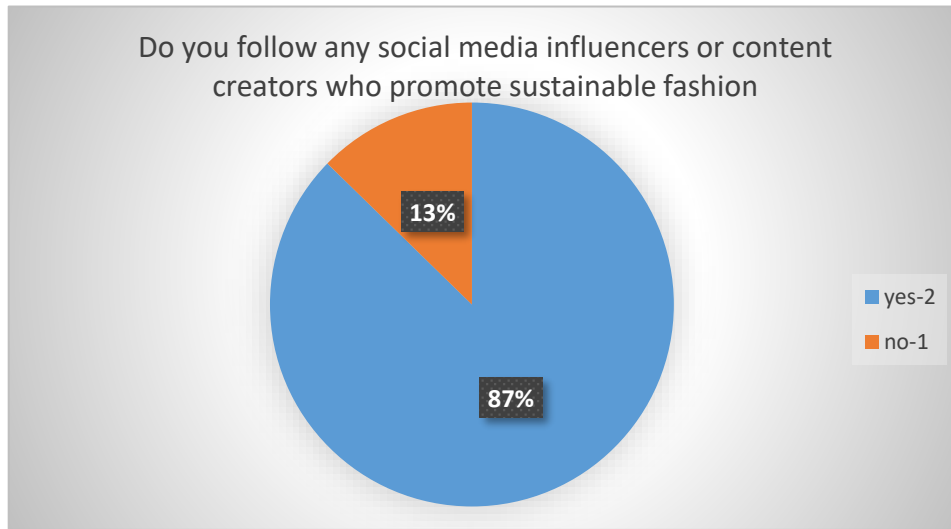| Do you follow any social media influencers or content creators who promote sustainable fashion	yes-2	no-1
RESPONSES	55	8

Figure 7 (Influence 1)

Interpretation

The data indicates that a significant majority of respondents (55 out of 63) follow social media influencers or content creators who promote sustainable fashion, while only 8 do not. This suggests that social media influencers play a crucial role in shaping consumer awareness and interest in sustainable fashion. The high engagement with influencers highlights the effectiveness of digital platforms in spreading sustainability messages and influencing purchasing decisions. It also underscores the potential of influencer marketing as a powerful tool for brands aiming to promote eco-conscious consumer behavior.

Influence 2 How often do you come across sustainability-focused content on social media?

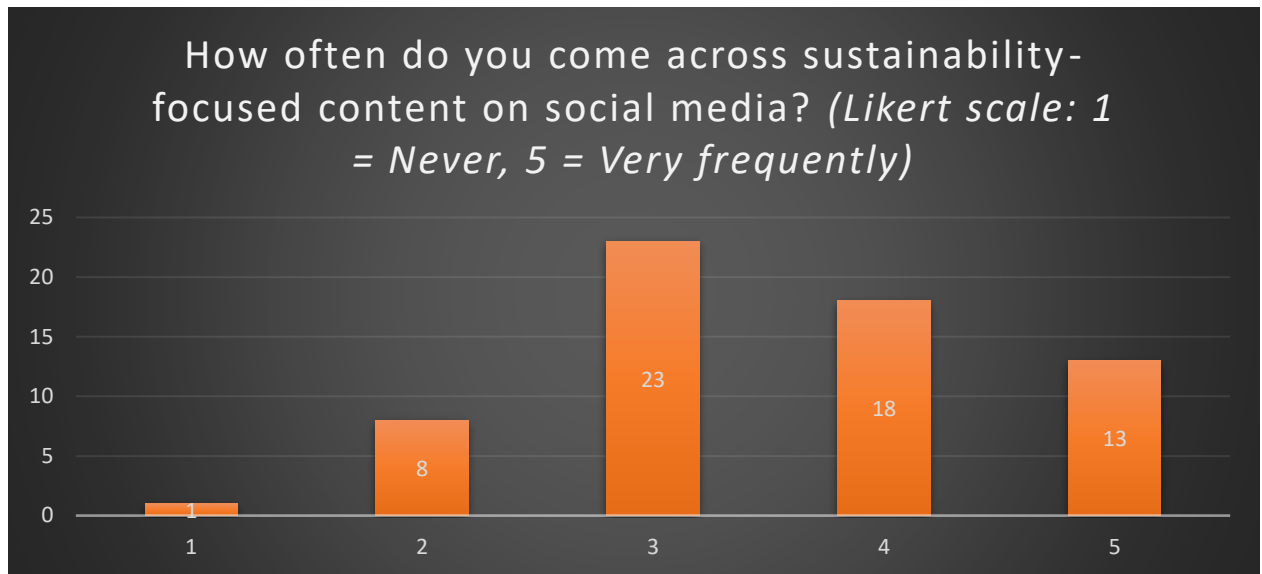| How often do you come across sustainability-focused content on social media? (*Likert scale: 1 = Never, 5 = Very frequently*)	1	2	3	4	5
RESPONSES	1	8	23	18	13

Figure 8 (Influence 2)

Interpretation

The data reveals that a majority of respondents frequently encounter sustainability-focused content on social media. The highest number of responses (23) rated their exposure level at 3 on the Likert scale, indicating a moderate frequency. Additionally, 18 respondents rated their exposure at 4, and 13 at 5, signifying that a significant portion of the audience comes across such content regularly. Meanwhile, only a small fraction of respondents (1 and 8, respectively) rated their exposure at 1 or 2, showing that very few rarely see sustainability-related content. This suggests that sustainability topics are becoming increasingly prevalent on social media, reinforcing the influence of digital platforms in spreading environmental awareness.

Influence 3 A (Credibility & Trust)

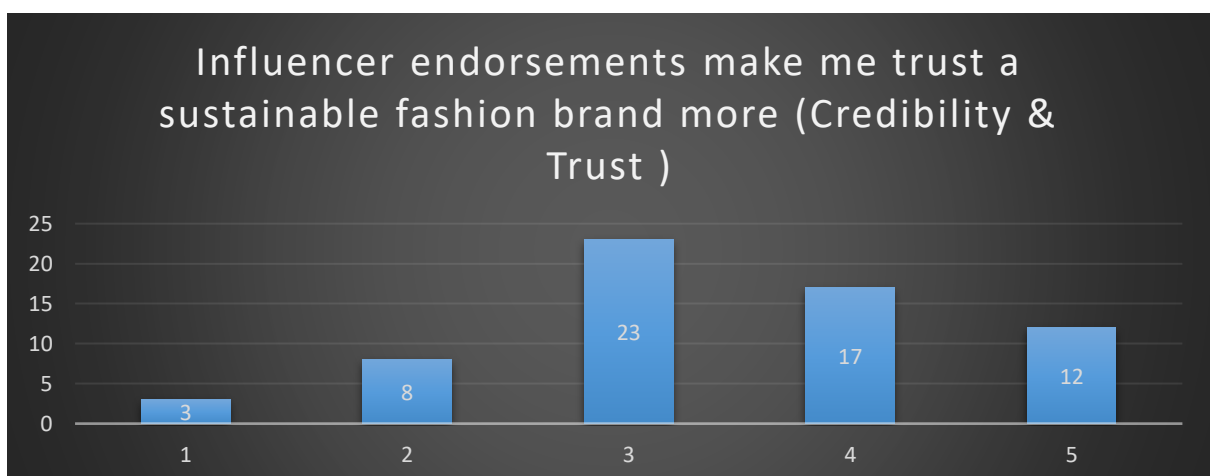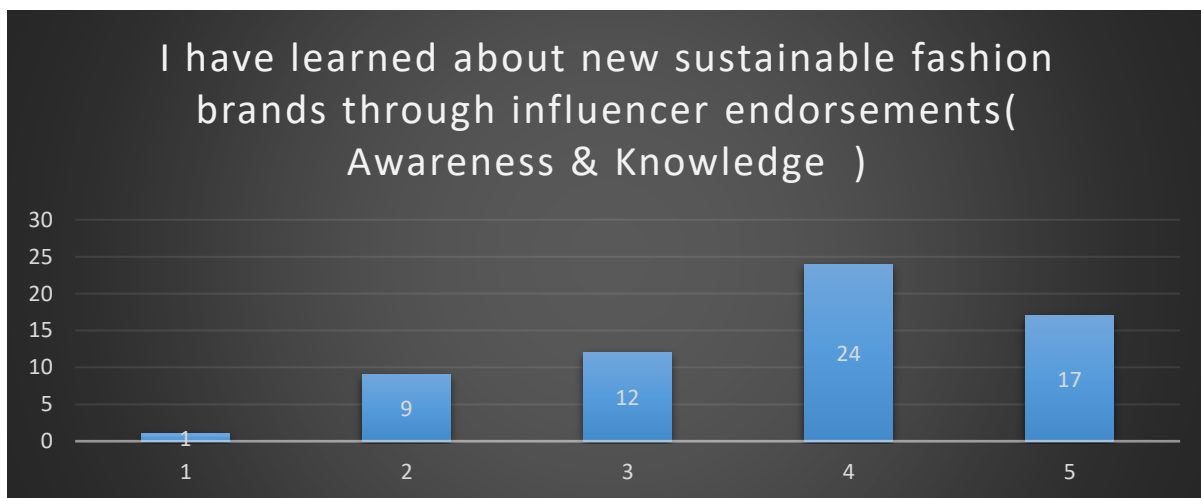| Influencer endorsements make me trust a sustainable fashion brand more (Credibility & Trust)	1	2	3	4	5
respondent	3	8	23	17	12

Figure 9 (Influence 3A)

Interpretation

The data indicates that influencer endorsements have a moderate to strong impact on consumer trust in sustainable fashion brands. The majority of respondents (23) rated their trust level at 3 on the Likert scale, showing a neutral stance. However, a significant number (17 and 12) rated their trust at 4 and 5, respectively, suggesting that many consumers perceive influencer endorsements as credible. Only a small portion of respondents (3 and 8) rated their trust at 1 or 2, indicating skepticism. Overall, the findings highlight that while influencer marketing plays a role in building trust, consumer confidence varies, with some still hesitant about its credibility

Influence 3 B (Awareness & Knowledge)

Interpretation

I have learned about new sustainable fashion brands through influencer endorsements(Awareness & K1wledge)	1	2	3	4	5
respondent	1	9	12	24	17

The data suggests that influencer promotions can increase awareness and knowledge of sustainable fashion brands. The majority of the respondents marked the agreement as 4 (24 respondents) and 5 (17 respondents), which indicates that most of them have discovered new sustainable fashion brands through influencer promotions.

Meanwhile, there were also 12 respondents who rated as neutral at 3, having no strong influence but being somewhat aware. There were less who rated at 2 (9 respondents), and only one respondent rated at 1, having little or no influence by influencers in the discovery of the brand.

Influence 3 C (Desirability & Trendiness)

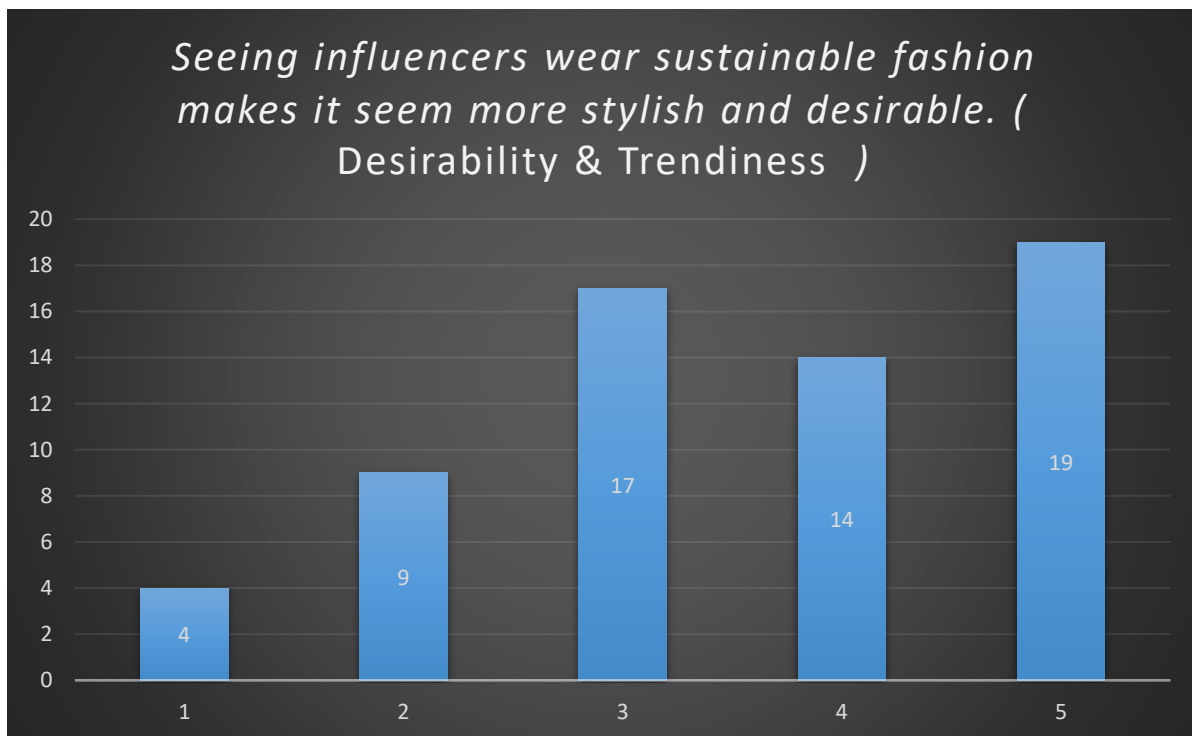| *Seeing influencers wear sustainable fashion makes it seem more stylish and desirable. (* Desirability & Trendiness *)*	1	2	3	4	5
respondent	4	9	17	14	19

F igure 11 (Influence 3C)

Interpretation

The data suggests that influencer endorsements contribute to the perception of sustainable fashion as more stylish and desirable. Among the respondents, 19 strongly agreed (rating 5), while 14 rated 4, indicating a generally positive impact. Additionally, 17 respondents gave a neutral rating of 3, suggesting some influence but not a strong effect. Meanwhile, 9 respondents rated 2, and 4 gave the lowest rating of 1, indicating minimal or no impact. Overall, the majority (33 out of 53) leaned towards agreement, highlighting that influencers play a significant role in enhancing the desirability and trendiness of sustainable fashion, though some remain unconvinced.

Influence 3 D (Skepticism & Greenwashing Concerns)
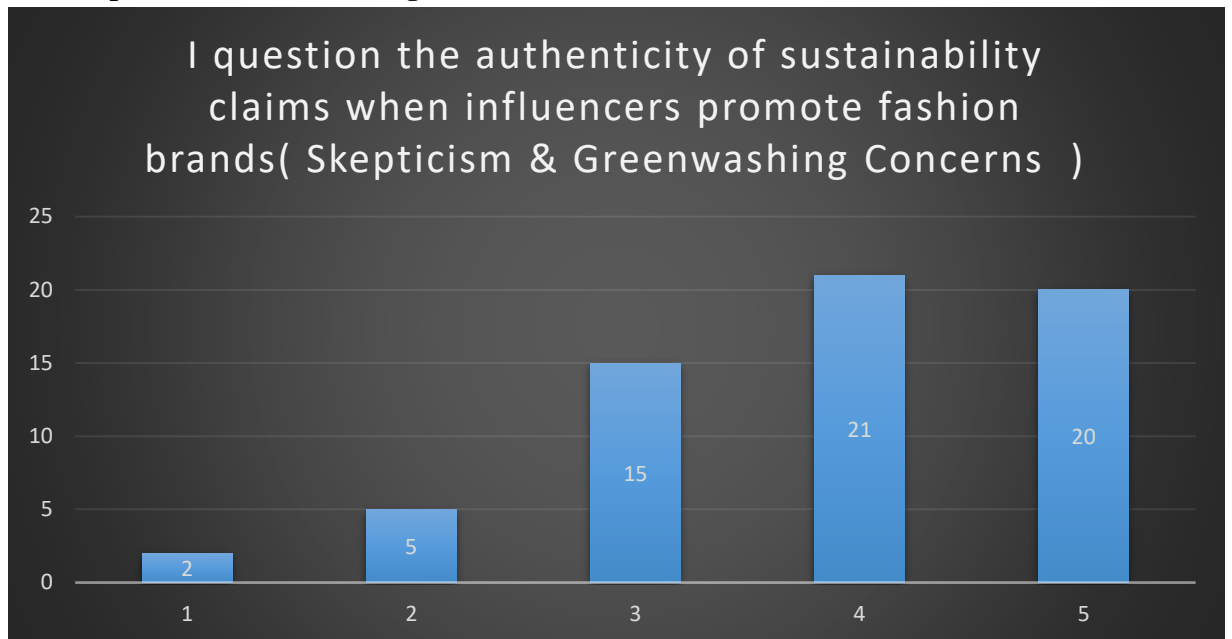

Figure 12 (Influence 3D)

I question the authenticity of sustainability claims when influencers promote fashion brands(Skepticism & Greenwashing Concerns)	1	2	3	4	5
respondent	2	5	15	21	20

Interpretation

The data shows that many respondents question the authenticity of sustainability claims when influencers promote fashion brands. A majority rated 4 (21 respondents) and 5 (20 respondents), indicating high skepticism. Meanwhile, 15 respondents gave a neutral rating of 3, while fewer rated 2 (5 respondents) and 1 (2 respondents), showing lower skepticism. Overall, most people express concerns about greenwashing in influencer promotions.

Influence 3 E (Purchase Intentions)

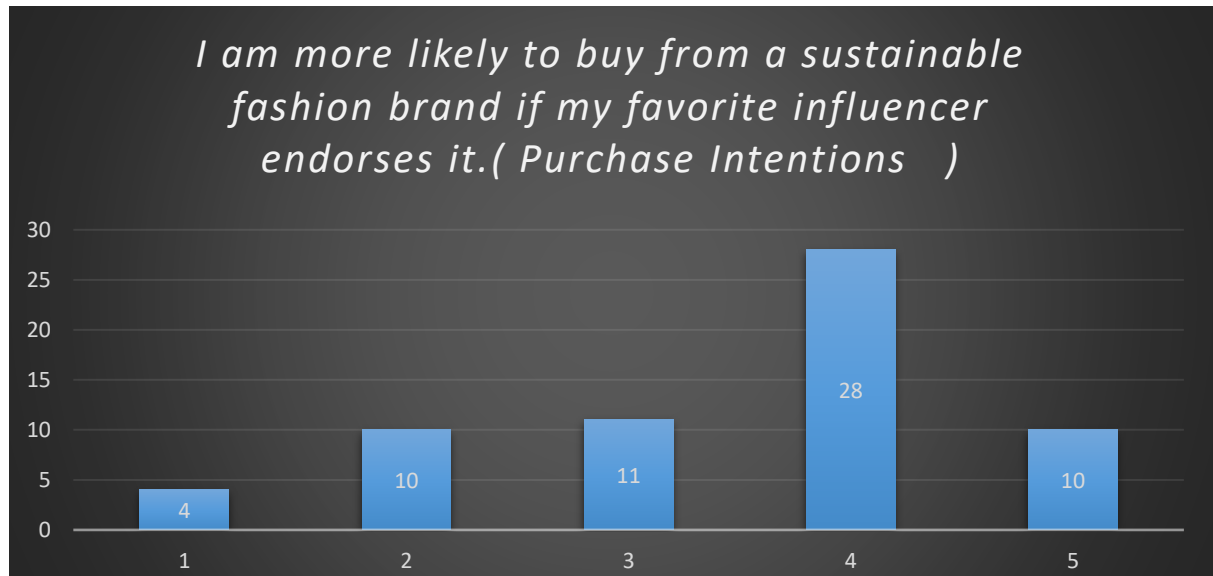| I am more likely to buy from a sustainable fashion brand if my favorite influencer endorses it.(Purchase Intentions)	1	2	3	4	5
respondent	4	10	11	28	10

Figure 13 (Influence 3E)

Interpretation

The data indicates that influencer endorsements have a moderate impact on purchase intentions for sustainable fashion brands. The majority of respondents rated 4 (28 respondents), showing a strong likelihood of being influenced. Meanwhile, 10 respondents rated 5, confirming a high influence. A neutral stance (rating 3) was taken by 11 respondents, while fewer respondents rated 2 (10) and 1 (4), indicating minimal influence. Overall, many people are inclined to purchase sustainable fashion if endorsed by their favorite influencer, though some remain unconvinced.

Influence 4 What type of content influences you the most when considering sustainable fashion

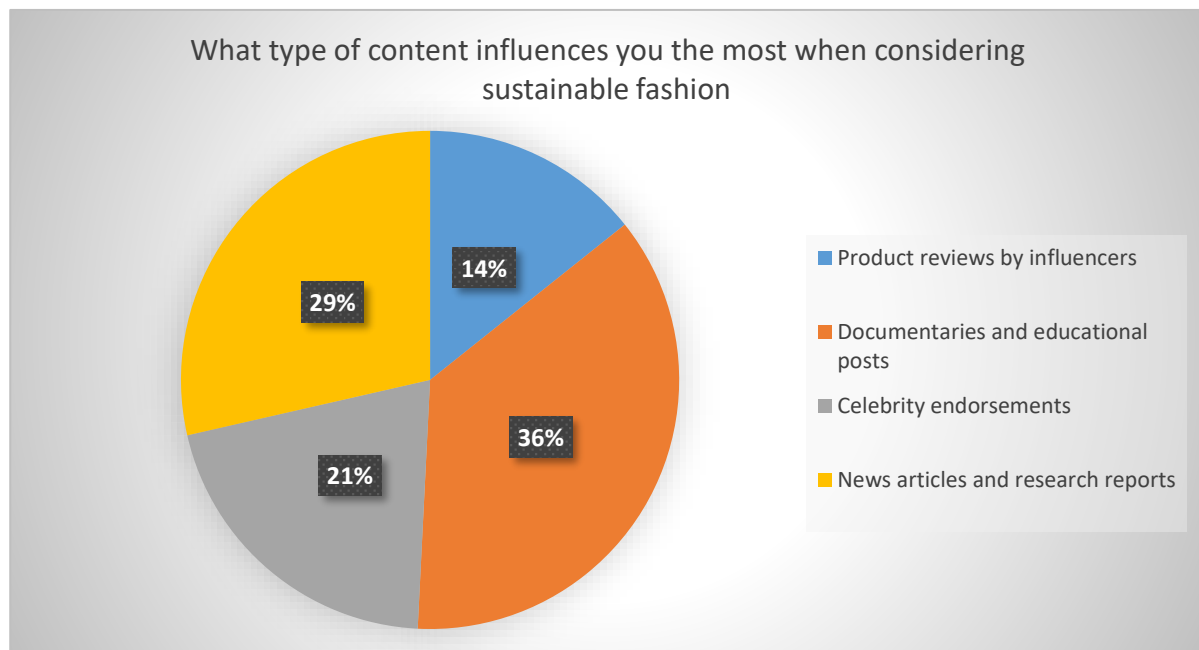| What type of content influences you the most when considering sustainable fashion	Product reviews by influencers	Documentaries and educational posts	Celebrity endorsements	News articles and research reports
Respondent	9	23	13	18

Figure 14 (Influence 4)

Interpretation

The data reveals that different types of content have varying degrees of influence on people's views about sustainable fashion. Documentaries and educational posts are the most influential, with 23 respondents (36%) finding them the most impactful. This suggests that in-depth, informative content plays a crucial role in shaping awareness and attitudes toward sustainability.

News articles and research reports come next, influencing 18 respondents (29%), indicating that factual and investigative journalism also holds significant weight in consumer decision-making. Celebrity endorsements impact 13 respondents (21%), showing that while star power does have an effect, it is not the dominant factor.

On the other hand, product reviews by influencers have the least influence, with only 9 respondents (14%) considering them the most impactful. This suggests that while influencers can help promote sustainable fashion, their reviews alone may not be as persuasive as more research-based or educational content.

Regression analysis

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.30787							
R Square	0.09479							
Adjusted R	-0.0022							
Standard E	0.40488							
Observatic	63							
ANOVA								
	df	*SS*	*MS*	*F*	*gnificance F*			
Regressio	6	0.96124	0.16021	0.97731	0.44921			
Residual	56	9.17985	0.16393					
Total	62	10.1411						
	Coefficient	*andard Err*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*ower 95.0%*	*pper 95.0%*
Intercept	2.84608	0.32106	8.86456	3E-12	2.20291	3.48925	2.20291	3.48925
How often	0.08466	0.05463	1.54955	0.12688	-0.02479	0.1941	-0.02479	0.1941
Influencer	-0.09019	0.05802	-1.55434	0.12574	-0.20642	0.02605	-0.20642	0.02605
I have lear	0.07572	0.0559	1.35449	0.18102	-0.03627	0.18771	-0.03627	0.18771
Seeing infl	-0.01086	0.04749	-0.22869	0.81994	-0.10599	0.08427	-0.10599	0.08427
I question	-0.06427	0.05133	-1.2521	0.21574	-0.16709	0.03855	-0.16709	0.03855
I am more	0.03889	0.05584	0.69642	0.48905	-0.07297	0.15075	-0.07297	0.15075

Figure 15 (Regression for influence)

Interpretation

R-Squared Value

The **R-squared value of 0.09479** suggests that only **9.5% of the variance** in consumer perception and purchase behavior toward sustainable fashion brands is explained by the independent variables in the model. This indicates a **weak explanatory power**, meaning that while influencer-related factors contribute to consumer decision-making, **other factors such as price, brand reputation, personal environmental values, and product quality may play a larger role**. Future studies should incorporate these additional factors for a more comprehensive model.

Variable Choice Reasoning

The selected variables reflect key **social media and influencer-related factors** that may shape consumer perceptions of sustainable fashion brands. These variables align with literature exploring **influencer credibility, trend influence, skepticism, and purchase behavior**:

- **How often do you come across sustainability-focused content on social media?**
    - o   Measures exposure to sustainability-related content, hypothesizing that **higher exposure increases awareness and interest in sustainable fashion**.
- **Influencer endorsements make me trust a sustainable fashion brand more (Credibility & Trust).**
    - o   Captures the extent to which influencer marketing enhances **brand credibility and consumer trust**, a key driver of purchase behavior.
- **I have learned about new sustainable fashion brands through influencer endorsements (Awareness & Knowledge).**
    - o   Examines whether influencers act as **educators** in introducing consumers to sustainable brands.
- **Seeing influencers wear sustainable fashion makes it seem more stylish and desirable (Desirability & Trendiness).**
    - o   Tests whether influencers **enhance the perceived trendiness** of sustainable fashion, making it more appealing.
- **I question the authenticity of sustainability claims when influencers promote fashion brands (Skepticism & Greenwashing Concerns).**
    - o   Evaluates whether influencer marketing **raises skepticism** about brand authenticity, potentially **hindering** purchase intentions.
- **I am more likely to buy from a sustainable fashion brand if my favorite influencer endorses it (Purchase Intentions).**
    - o   Measures the direct impact of **influencer endorsements on purchase behavior**, testing whether influencer advocacy **translates into actual consumer action**.

These variables collectively assess **how social media and influencer marketing shape consumer attitudes and actions** toward sustainable fashion brands.

Significance of the Findings

- The **F-statistic (0.9773) and Significance F (0.4492)** indicate that the overall regression model is **not statistically significant**.
- This suggests that the relationship between **consumer perceptions/purchase behavior and influencer/social media factors** may be weak or influenced by **other unmeasured variables**.

Significant Variables

None of the independent variables were found to be **statistically significant ($p < 0.05$)**, meaning that no strong relationships were observed between influencer-related factors and consumer behavior toward sustainable fashion brands.

Non-Significant Variables

- **Influencer endorsements make me trust a sustainable fashion brand more (p = 0.1269):**
  - While trust is crucial in consumer decision-making, **influencer endorsements alone may not be sufficient to build credibility** for sustainable fashion brands.
  - Other factors such as **brand transparency, third-party certifications, and ethical production claims** might play a larger role.

- **I have learned about new sustainable fashion brands through influencer endorsements (p = 0.1257):**
  - Suggests that while influencers help spread awareness, their role as **primary information sources may be limited** compared to **brand websites, sustainability reports, or news sources**.

- **Seeing influencers wear sustainable fashion makes it seem more stylish and desirable (p = 0.1810):**
  - Indicates that **trend influence alone may not be a major motivator** in driving consumer perceptions of sustainable fashion.
  - Consumers might be more influenced by **functionality, affordability, or personal values rather than trend appeal**.

- **I question the authenticity of sustainability claims when influencers promote fashion brands (p = 0.2157):**
  - Suggests that while **greenwashing concerns exist**, they are **not significantly driven by influencer promotions** alone.
  - Consumers may already be skeptical of sustainability claims regardless of influencer involvement.

- **I am more likely to buy from a sustainable fashion brand if my favorite influencer endorses it (p = 0.4890):**
  - Suggests that influencer endorsements **do not significantly impact purchase behavior** in this study.
  - Other decision-making factors, such as **brand ethics, personal alignment with sustainability, or product quality**, may hold more weight.

Multiple R

The **Multiple R value of 0.30787** indicates a **weak positive correlation** between the independent variables (influencer/social media factors) and consumer behavior toward sustainable fashion brands. This suggests that **while influencer marketing has some influence, it is not a dominant driver of consumer decisions** in this context.

Chapter 4: Findings and Recommendations

- 4.1 Research Outcome and Findings
    - The study reveals that while Millennials are generally aware of sustainable fashion, this awareness alone does not strongly drive purchase intentions.
    - Social media and influencers have a limited direct effect on consumer trust and purchase behavior.
    - Brand transparency is identified as a critical factor influencing consumer attitudes and purchase decisions.
    - Ethical beliefs positively correlate with purchase intention, but the high cost and limited availability of sustainable options remain significant barriers.

- 4.2 Theoretical Implication
    - The findings contribute to the existing body of knowledge by highlighting the complexities of consumer behavior in the context of sustainable fashion.
    - The study confirms the relevance of the Theory of Planned Behavior and the Value-Belief-Norm Theory in explaining sustainable consumption patterns.

- 4.3 Managerial Implication
    - Brands should prioritize transparency, ethical sourcing, and effective communication to build trust and encourage sustainable purchasing behavior among Millennials.
    - Marketing strategies should focus on addressing cost and availability concerns to bridge the gap between consumer attitudes and actions.

- 4.4 Limitations of the Study
    - The study's limitations include the use of a non-probability sampling method, which may limit the generalizability of the findings.
    - The cross-sectional design provides a snapshot of consumer perceptions at a single point in time.

- 4.5 Conclusions
    - The research concludes that while awareness of sustainable fashion is growing among Millennials, it is not the sole driver of purchase behavior.
    - Factors such as brand transparency, ethical beliefs, cost, and availability play crucial roles in shaping consumer decisions.

- 4.6 Scope for Future Research
    - Future research should explore additional variables such as price sensitivity, social influence, and product quality to provide a more comprehensive understanding of consumer behavior.
    - Longitudinal studies and cross-cultural comparisons are recommended to examine the evolution of consumer attitudes and behaviors over time and across different contexts.

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